MINUTES - REGULAR MEETING
SANTA MARIA CITY COUNCIL

CITY HALL COUNCIL CHAMBERS
SANTA MARIA, CALIFORNIA

AUGUST 7, 2012

CALL TO ORDER:
Mayor Lavagnino called the Regular Meeting of the City Council to order at 5:30 p.m.

ROLL CALL:
MEMBERS PRESENT
Councilmembers Boysen, Cordero, Orach, Patino and Mayor Lavagnino.

STAFF MEMBERS PRESENT
City Manager Haydon, City Attorney Trujillo, and Chief Deputy City Clerk Garietz.

PUBLIC COMMENT:
Joan Leon, Santa Maria Community Coalition, commented that the City Council should be responsible for hiring and firing the Police Chief and asked that the Council consider a Municipal Code change to remove the authority of the City Manager to hire the Police Chief.

Vibiana Saavedra commented that the public should have some input on hiring a new Police Chief, and that the hiring and firing of the Police Chief and Fire Chief should be held with the elected branch instead of the administrative branch.

RECESS:
Mayor Lavagnino recessed to a Closed Session at 5:32 p.m. for Public Employee Performance Evaluations pursuant to Subsection (e) of Government Code 54957 and Conference with Labor Negotiator pursuant to Government Code Section 54957.6. Agency Representative: Mayor; Title: City Manager.

RECONVENE:
Mayor Lavagnino reconvened the Regular City Council meeting at 6:30 p.m.

MEMBERS PRESENT
Councilmembers Boysen, Cordero, Orach, Patino and Mayor Lavagnino.

STAFF MEMBERS PRESENT
City Manager Haydon, City Attorney Trujillo, Director of Community Development Appel, Director of Public Works/City Engineer Whitehead, Interim Police Chief Martin, Police Commander Ritz, Fire Chief Orr, City Librarian Housel, Director of Administrative Services Visé, Utilities Engineer Kahn, Deputy City Manager Lara, and Chief Deputy City Clerk Garietz.

CLOSED SESSION REPORT:
City Attorney Trujillo reported on the action taken in the Closed Session:

Public Employee Performance Evaluations and Conference with Labor Negotiator, City Manager – Performance appraisal was provided.

INVOCATION:
Larry Cooney of the Central Coast Rescue Mission gave the invocation.

PLEDGE OF ALLEGIANCE TO THE FLAG:
Councilmember Patino led the Pledge of Allegiance.

City Manager Haydon introduced the interim Police Chief Ralph Martin. He stated that Chief Martin is a retired, 35-year veteran of the Los Angeles County Sheriff's and was the Commander in charge of Los Angeles Region 2. Region 2 encompasses the cities of Compton, Century City, Carson, Marina Del Rey, and West Hollywood. Chief Martin oversaw the management of 2,400 law enforcement and civilian personnel, and oversaw the security of MTA, Metrolinks, and nine community college campuses. He also served as the contract Police Chief for the City of La Canada-Flintridge. Chief Martin brings to the City an impressive background and extensive experience in patrol operations, detective work, community-based policing, and gang investigations. He holds a Bachelor of Science degree in Criminal Justice from California State University, Los Angeles, and a Master of Arts degree in Communications from Pepperdine University. Chief Martin will be the Interim Police Chief for the City while it conducts a nationwide search for a new Police Chief. City Manager Haydon asked Chief Martin to say a few words, and provide a briefing on the incident that occurred today which closed certain City streets.

Interim Police Chief Martin commented that it was an honor to be appointed to the position. He looks forward to working with the Council and City staff. He commented that he would not accept the position if he could not bring some positive change to the Police Department. His four goals are to 1) enhance the stability of the department; 2) enhance the concept of law enforcement risk management to seek the safest way of doing business; 3) provide the Police Department with the tools necessary to enhance public safety; and 4) strengthen public confidence in the Police Department. He met with the POA members last night and was pleased with the questions they asked. He looks forward to working with them and listening to their concerns.

He briefed the Council on an incident where a citizen found a large safe in the roadway and drove it to the Police Department. When the Officers went out to investigate, there was enough indication that drew their suspicion to contact an arson/explosives investigator. The safe gave off an odor or indication of explosives when it was tested. Err on the side of caution, the Sheriff's Bomb Squad was called and required Cook Street and a portion of McClelland Street to be closed, as well as the evacuation of a portion of the Police Department and City Attorney's office. The safe was safely removed by the Bomb Squad to the landfill for detonation.

1. PROCLAMATIONS/PRESENTATIONS:

A. RESOLUTION FOR ROBERT HERRICK

Police Commander Ritz spoke about his working relationship with Bob Herrick, and his influence on him and those who have worked with him. He wishes him well in his retirement.

Pastor Paul Berry commented that it was a pleasure working with him over the years, and is glad to know him and call him a friend.

Councilmember Cordero commented on his working relationship with Officer Herrick and said that he was an all-around great guy.

Councilmember Cordero read Resolution No. 2012-89 honoring and commending Police Officer, Robert Herrick, for his 20 years of dedicated service to the City and the Santa Maria Police Department and congratulating him on his retirement.
Resolution No. 2012-89 was adopted commending Robert Herrick on motion by Councilmember Cordero, seconded by Councilmember Orach, and carried on the following vote:

AYES:	Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES:	None
ABSENT:	None
ABSTAIN:	None

Resolution No. 2012-89 adopted. A RESOLUTION COMMENDING SANTA MARIA POLICE OFFICER ROBERT HERRICK FOR HIS 20 YEARS OF OUTSTANDING SERVICE TO THE CITY OF SANTA MARIA AND CONGRATULATING HIM ON HIS RETIREMENT.

B. RESOLUTION FOR PHILLIP L. ALVARADO

Councilmember Patino read Resolution No. 2012-90 recognizing Phillip L. Alvarado, Library Board of Trustee, for his 12 years of dedicated and outstanding service to the City of Santa Maria Public Library and to the Santa Maria community.

Resolution No. 2012-90 was adopted recognizing Phillip L. Alvarado on motion by Councilmember Patino, seconded by Councilmember Cordero, and carried on the following vote:

AYES:	Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES:	None
ABSENT:	None
ABSTAIN:	None

Resolution No. 2012-90 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, RECOGNIZING AND COMMENDING PHILLIP L. ALVARADO FOR HIS OUTSTANDING YEARS OF DEDICATED SERVICE TO THE CITY OF SANTA MARIA AND THE SANTA MARIA PUBLIC LIBRARY BOARD OF TRUSTEES.

Phillip Alvarado commented on Officer Herrick's service in the schools and about his service on the Library Board of Trustees. He thanked the Council for the opportunity to serve and work with City staff.

City Librarian Housel commented on Phillip Alvarado's service to the library and community.

C. RESOLUTION FOR KATE FERGUSON

Mayor Lavagnino read Resolution No. 2012-91 recognizing Kate Ferguson, Block Grants Advisory Committee, for her years of dedicated and outstanding service to the City of Santa Maria and to the Santa Maria community.

Resolution No. 2012-91 was adopted recognizing Kate Ferguson on motion by Mayor Lavagnino, seconded by Councilmember Orach, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: None

Resolution No. 2012-91 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, RECOGNIZING AND COMMENDING KATE FERGUSON FOR HER OUTSTANDING YEARS OF DEDICATED SERVICE TO THE CITY OF SANTA MARIA AND THE BLOCK GRANTS ADVISORY COMMITTEE.

Kate Ferguson thanked the City Council.

2. PUBLIC COMMENT

Mark Rademaker spoke about his views on raising children and their attendance at public schools in Santa Maria.

Steve Lavagnino spoke about an event presented by Santa Barbara County called Veterans Stand Down 2012 to provide a safe place for the veteran population and homeless veterans in getting the help they need. The event is on October 13, 2012, at the Fairpark. Three meals, showers, haircuts, clothing, recovery services, legal assistance, employment assistance, medical evaluations, veterinary services for pets, and California I.D.'s are some of the services being provided to the veterans, spouses, and dependent children. He asked the City for assistance from the Recreation and Parks Department to provide a bounce house or games for the children.

Mayor Lavagnino asked City Manager Haydon to work with the County to assist with the event.

Ernest Armenta spoke about the retirement about Police Chief Macagni and his reputation of being a firm and strong Police Chief, and thanked him for his service. He was opposed to the Santa Maria POA having any participation or input in hiring the new Police Chief.

Sandra Bumanglag-Williamson spoke about her experience with stalking and the lack of assistance she felt she got from former Police Chief Macagni and Santa Barbara County District Attorney. She has hope with the new Police Chief on board that she will not be stalked anymore.

3. CONSENT CALENDAR

Councilmember Cordero requested that Item 3C be pulled for comment. Councilmember Patino requested that Items 3C, 3F, and 3H be pulled for comment.

Councilmember Boysen indicated that he had a conflict and would be abstaining from voting on Item 3D, Payment of Warrants.

Item 3C – Grand Jury Report

Councilmember Cordero commented that when reading the recommendations of the Grand Jury and the responses from the law enforcement community, it would appear that the law enforcement community was not willing to cooperate with the Grand Jury's requests. The Grand Jury's requests were beyond what was reasonable. In criminal matters, the tapes can be reviewed by subpoena. The Police Department was already taxed with personnel issues. It would take three or four staff members to review the videos. It was just too cumbersome of a request. There was an implication in the report that having the videos available for review would lessen people's complaints and lawsuits. He indicated that perhaps the Grand Jury was less informed than someone who was in the business. He supports the decisions made by the Police Department and other law enforcement agencies throughout the County.

Councilmember Patino asked if the report was submitted to other law enforcement agencies in the County.

Police Commander Ritz responded that all other police agencies in the County were also requested to respond, and the City's response is consistent with all of the other agencies.

Item 3F – Hinderliter, de Llamas & Associates
Councilmember Patino asked how does the sales tax relate to the use tax, and how did the State maintain the separate database for Measure U2012 funds.

Director of Administrative Services Visé responded that use tax was primarily generated from out-of-state vendors and is dependent upon where the actual sale occurred. For sales tax transactions, the retailer collects and pays the tax. For use tax transactions, it is the consumer that pays the tax. The use tax is paid to the State Board of Equalization (BOE), which then pays it to the County in a countywide pool of sales tax. The City receives $0.28 on the dollar from the sales tax generated. Staff was trying to reallocate the use tax by having a sales tax exemption certificate issued to the out-of-state vendors, and thereby having the business in town do their own sales and use tax registration. By doing this, when the sales tax is paid, 100 percent of the tax comes back to the City. The BOE provides a notification to all the vendors in the City to collect the tax. The BOE has a minimal auditing staff due to State cut backs, and having Hinderliter, de Llamas & Associates perform auditing services for the City provides another back-stop to collect the quarter cent use tax transactions.

Item 3H – Recycling Park
Councilmember Patino asked if the Recycling Park would be operated by a private enterprise.

Utilities Engineer Kahn confirmed that it would be operated by a private enterprise. The program has had a tremendous success in diverting material from the landfill.

Councilmember Orach indicated that he had a conflict and would be abstaining from voting on Item 3H, Recycling Park.

Consent Calendar Items 3A through 3H (except 3D and 3H) were approved on motion by Councilmember Patino, seconded by Councilmember Cordero, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: None

Consent Calendar Item 3D was approved on motion by Councilmember Cordero, seconded by Councilmember Patino, and carried on the following vote:

AYES: Councilmembers Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: Councilmember Boysen

Consent Calendar Item 3H was approved on motion by Councilmember Cordero, seconded by Councilmember Patino, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: Councilmember Orach

A. ORDINANCES.
The reading in full of all ordinances and resolutions was waived. Ordinances on the Consent Calendar were adopted by the same vote cast at the first reading unless City Council indicated otherwise.

B. MINUTES.
The Minutes of the Regular City Council Meeting of July 17, 2012, were approved as submitted.

C. GRAND JURY REPORT
The City Council approved staff's recommended responses to the Santa Barbara County Civil Grand Jury Report regarding – *Citizen Access to Law Enforcement Audio/Video Recordings – to be Seen or Not to be Seen*; and authorized the City Manager to sign and transmit the City's Response to the Presiding Judge of the Superior Court and the County Board of Supervisors.

D. WARRANTS.
Warrant Nos. 173845 to 174413 totaling $7,111,060.72 were ordered ratified subject to having been certified as being in conformity with the budget and having been approved for payment by the Director of Administrative Services. Warrant Nos. 173365, 170117, 173749, 173914, 173922, 173965, 173982, 174025, 174330, 174355, and 174388 were cancelled.

E. PAYROLL.
Payment of payroll was ordered ratified subject to having been certified by the proper Department Heads, as shown on records on file in the Department of Administrative Services and having been approved for payment by the Director of Administrative Services.

F. ADDENDUM TO AGREEMENT
The City Council approved an Addendum to the current Agreement with Hinderliter, de Llamas and Associates (HdL) for audit services of the quarter-cent sales tax (Measure U2012) approved by the voters on June 5, 2012, and authorizing HdL to examine State Board of Equalization (BOE) transactions and use tax records.

Resolution No. 2012-92 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING AN ADDENDUM TO THE CURRENT AGREEMENT WITH HINDERLITER, DE LLAMAS AND ASSOCIATES AND AUTHORIZING EXAMINATION OF TRANSACTIONS AND USE TAX RECORDS AT THE STATE BOARD OF EQUALIZATION.

G. UPDATE ENTRADA ESTE SPECIFIC PLAN
The City Council is requested to approve a resolution approving the Entrada Este Specific Plan, which recognizes all previously adopted Specific Plan amendments, and minor technical changes to the Enos Ranchos Specific Plan, SP-2012-0018.

Resolution No. 2012-93 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING THE ENTRADA ESTE SPECIFIC PLAN VALIDATION, SP-2012-0018.

H. RECYCLING PARK
The City Council authorized the Director of Utilities to enter into Amendment No. 1 to the June 2, 2009, Agreement with Santa Maria Area Recycling Terminal, LLC for the Operational Management of the Recycling Park at the Santa Maria Regional Landfill.

Resolution No. 2012-94 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING AN AGREEMENT – OPERATIONAL MANAGEMENT OF THE SANTA MARIA RECYCLING PARK AT THE CITY OF SANTA MARIA REGIONAL LANDFILL, AMENDMENT NO. 1.

PUBLIC HEARINGS:

4. GENERAL PLAN AMENDMENT AND ZONE CHANGE FOR THE SANTA MARIA POLICE STATION, 1111 WEST BETTERAVIA ROAD, ASSESSOR'S PARCEL NUMBER 117-330-090, GPZ-2011-003, E-2011-046 (5.1 ACRES). Director of Community Development Appel gave a presentation as detailed in the written Council Agenda Report. The City Council will consider a recommendation from the Planning Commission to authorize the filing of a Negative Declaration of Environmental Impact; a General Plan (Land Use Policy Map) Amendment FROM LI (Light Industrial) TO CF (Community Facilities); and a Zone Change FROM 5.1 acres of PD/M-1 (Planned Development/Light Manufacturing) TO 5.1 acres of PF (Public Facilities) for the City of Santa Maria Police Station, Assessor's Parcel No. 117-330-090. On May 16, 2012, the Planning Commission adopted Resolution No. 2606 and Resolution No. 2607 recommending, both on a 5-0 vote, that the City Council approve the Negative Declaration and the General Plan amendment and zone change for the City of Santa Maria Police Station and Administrative Headquarters site. The project site is a 5.1 acre parcel located on the north side of West Betteravia Road approximately 400 feet east of South Blosser Road. The property is already developed with 77,889-square-foot portion of a 133,000-square-foot building identified as 1111 West Betteravia Road. The building had been used for industrial processing and administrative offices by the Lockheed Martin Corporation. The City police headquarters and administrative facility would occupy the easterly 77,889 square-foot portion of the building. The westerly 55,100 square-foot portion is located on a separate 8.6 acre parcel that would remain available for future industrial use. The project amends the General Plan (Land Use Policy Map) land use designation from LI (Light Industrial) to CF (Community Facilities); and changes the zoning designation from PD/M-1 (Planned Development/Light Manufacturing) to PF (Public Facilities and Institutional). The future use of the project site would include police administrative offices, general public office functions, an indoor firing range, crime lab, property and evidence facilities, and storage facilities. Director Appel indicated that the title of Resolution No. 2012-95, as presented in the agenda packet, was incorrect and was being replaced with a page provided to Council this evening that corrected the title.

Councilmember Cordero asked how a rezone could occur on half of a building.

Director Appel responded that the portion of the building the City owned was on its own legal parcel. The rezone and change to the land use designation was just for the land, APN 117-330-090. There is a separate APN for the other portion of the building which is on its own legal parcel.

Councilmember Patino asked about the seismic retrofit of the building and when the construction would occur.

Director Appel indicated the Community Development Department was prepared to issue a building permit for the retrofit at this time.

Director of Public Works/City Engineer Whitehead responded that staff was looking at a change to the design concept to find ways to improve the project and to reduce costs, specifically regarding to the other half of the building. An architect had been hired to do the project planning, and the City's IT Division was designing the IT component of the project. The retrofit would occur quickly, but there were some issues to work out with the adjacent property owner regarding the Building Code. Construction should begin late this summer and be completed within nine months. It could be completed sooner with the new design concept. Staff has received a new floor plan that was created with extensive input from the Police Department, and was waiting on the cost estimate. Design and tenant improvement plans should be submitted to the Building Department for review in mid 2013.

Councilmember Orach commented that the building was stoutly built, but because of the rules and regulations for safety facilities a lot more was required of the City for the retrofit.

Director of Public Works/City Engineer Whitehead responded that the building was well constructed, and it met the requirements of the California Building Code for commercial buildings. For essential facilities, which apply to police and fire stations, the retrofit requirements for seismic strength were 1.5 times higher. During an earthquake, the buildings need to remain standing are the police and fire departments to continue providing services during emergency conditions.

Councilmember Cordero asked about the new floor plan and whether the offices were still around the outside and the property room was in the middle. He stated that the offices could be closer together to encourage interchange.

Director of Public Works/City Engineer Whitehead responded that some of the interior walls would remain, some would come down, and some would be added. The interior portion would be divided up into functional spaces. In the project planning phase, the architect will be making sure that adjacencies required for their efficient function would be preserved and enhanced.

Public Hearing
There were no written communications received.

Mayor Lavagnino opened the public hearing.

Ernest Armenta asked if the City had enough funds to pay for the retrofit; and that if there were any funds' remaining after the project was completed that they be returned to the General Fund. He also asked about the zoning as it related to agriculture industry next to public facilities.

City Manager Haydon responded that the City paid $13.7 million for the facility in 2008 and had been leasing the property to Lockheed Martin. The City received $3.8 million in rental income which was placed into a separate account to be used for the tenant and seismic retrofitting improvements. The bid award for the seismic retrofitting was $1.2 million, leaving $2.6 million to complete the tenant improvements. There were sufficient funds to do the interior improvements at this time.

Director of Community Development responded that the agricultural field to the east of the building was zoned industrial, but had continued to be farmed. The Zimmerman property would be developed into industrial buildings.

With no other requests to speak, Mayor Lavagnino closed the public hearing.

Resolution No. 2012-95 was adopted with the amendment correcting the title of the Resolution authorizing the filing of a Negative Declaration, E-2011-046, for the Santa Maria Police Station Project, GPZ-2011-003 on motion by Councilmember Orach, seconded by Councilmember Patino, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: None

Resolution No. 2012-95 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING THE NEGATIVE DECLARATION, E-2011-046, FOR THE CITY OF SANTA MARIA POLICE DEPARTMENT'S ADMINISTRATIVE HEADQUARTERS, GPZ-2011-003, ASSESSOR'S PARCEL NO. 117-330-090, LOCATED AT 1111 WEST BETTERAVIA ROAD.

Resolution No. 2012-96 was adopted amending the General Plan (Land Use Policy Map) land use designation of the 5.1-acre site from LI (Light Industrial) to CF (Community Facilities) on motion by Councilmember Orach, seconded by Councilmember Patino, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: None

Resolution No. 2012-96 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING A GENERAL PLAN (LAND USE) AMENDMENT FOR THE CITY OF SANTA MARIA POLICE DEPARTMENT'S ADMINISTRATIVE HEADQUARTERS, GPZ-2011-003, ASSESSOR'S PARCEL NO. 117-330-090, LOCATED AT 1111 WEST BETTERAVIA ROAD.

Ordinance No. 2012-12 rezoning the 5.1-acre site from PD/M-1 (Planned Development/Light Manufacturing) to PF (Public Facilities and Institutional) was introduced by title only for first reading and continued to the next meeting for second reading and adoption on motion by Councilmember Orach, seconded by Councilmember Patino, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: None

Ordinance No. 2012-12 introduced. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY SANTA MARIA, CALIFORNIA, AMENDING THE OFFICIAL ZONING MAP, GPZ-2011-003, E-2011-046, LOCATED AT 1111 WEST BETTERAVIA ROAD.

PUBLIC HEARINGS:

5. ZONING TEXT AMENDMENT TO TITLE 12, CHAPTER 30 OF THE MUNICIPAL CODE RELATING TO MOVING BUILDINGS, Z-2010-003, E-2010-034. Director of Community Development Appel gave a presentation as detailed in the written Council Agenda Report. The City Council will consider a recommendation from the Planning Commission regarding an ordinance to amend Chapter 30 of Title 12 (Zoning Code) of the City of Santa Maria Municipal Code, relating to moving buildings. On June 20, 2012, the Planning Commission, on a 5-0 vote, recommended that the City Council approve the zoning text amendment to Title 12, Chapter 30, Moving Buildings. The ordinance would designate the Zoning Administrator as the City's legislative authority to take action on requests to move a building; establish the administrative use permit as the process by which a request to move a building is acted upon; establish the procedures for processing requests involving the moving of a building; establish minimum application submittal requirements; and designate the Zoning Administrator as having the authority to determine the appropriate amount of security deposit and public liability to be provided by the applicant for each individual application to move a building.

There were no written communications received.

Public Hearing
Mayor Lavagnino opened the public hearing.

With no requests to speak, the public hearing was closed.

There was no Council discussion.

Ordinance No. 2012-13 amending Chapter 30 of Title 12 (Zoning Code) of the City of Santa Maria Municipal Code, relating to moving buildings was introduced by title only for first reading and continued to the next meeting for second reading and adoption on motion by Councilmember Patino, seconded by Councilmember Orach, and carried on the following vote:

AYES: Councilmembers Boysen, Cordero, Orach, Patino, and Mayor Lavagnino
NOES: None
ABSENT: None
ABSTAIN: None

Ordinance No. 2012-13 introduced. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY SANTA MARIA, CALIFORNIA, AMENDING CHAPTER 12-30 OF THE SANTA MARIA MUNICIPAL CODE, RELATING TO MOVING BUILDINGS, Z-2010-003, E-2010-034

PRESENTATIONS:

6. PRESENTATION OF THE *ECONOMIC DEVELOPMENT COMMISSION'S* YEAR-END REPORT FOR 2011-12. Robert Hatch, Chairperson of the Economic Development Commission (EDC), introduced Dave Cross who gave a presentation regarding the year-end report on the services provided by the Economic Development Commission during 2011-12. The EDC is a department of the Santa Maria Valley Chamber of Commerce and markets the City of Santa Maria and the Santa Maria Public Airport to prospective companies. It also provides an extensive array of retention programs geared toward strengthening the current base of industrial, retail, manufacturing, and small businesses. The EDC continues outreach efforts and takes full advantage of the resources of the Chamber of Commerce to accomplish goals and objectives. The EDC provides prospective companies and business entrepreneur with many resources which include providing data and demographics information, assisting in the business license application and permit process, and outreach, press releases, and grand opening resources. This includes retention efforts and keeping existing businesses involved and engaged through the Manufacturers Association. The EDC meets regularly with the Airport Manager to coordinate and promote the Airport's importance to the region. In conjunction with the Visitor and Convention Bureau, marketing advertisements appeared in Pacific Coast Business Times, Skywest Magazine, Global Corporate Xpansion Magazine, and Business Facilities Magazine. The EDC continues to weigh other advertisement options for 2012-13 to get the most effective marketing possible. During the course of 2011-12, the EDC handled new company queries, commercial real estate requests, business license information, provided permit assistance, area demographic reports for prospects, entrepreneurial recommendations, set up meetings and factory tours, coordinated with departments and agencies, and other miscellaneous day-to-day services. Factory tours have been combined with informative presentations. Two Economic Surveys were conducted and published to see local trends in the economy and how the businesses are fairing. The EDC also hosted numerous economic forums and has made presentations in support of economic development and doing business with Vandenberg Air Force Base. The EDC publishes a monthly newsletter that is distributed electronically and contains important news, information, studies, and events that concern existing businesses as well as those looking at Santa Maria for future relocation and expansion. The EDC also has an interactive magazine which has become a very successful prospecting tool. The EDC's activities and partnerships include the Santa Barbara County Energy Watch Partnership, Santa Barbara County Green Business Program, and UCSB North County Forecast Project. The EDC and Chamber of Commerce remain engaged with local businesses to assure them that both operate on their behalf, as well as continue support of the Santa Maria Airport District.

Councilmember Cordero commented that he has attended some of the tours which were very informative and interesting. He appreciates the efforts of the EDC for making the tours available.

Ernest Armenta spoke about the EDC's budget and how much did the City contribute. He also asked about how Commission members were appointed to the Board, and whether the EDC solicits or contributes campaign contributions for candidates.

Robert Hatch responded that the partnership amount provided by the City was $113,000. The majority of the funding received is devoted to advertising, outreach and prospecting. The EDC is a committee of the Chamber of Commerce. It is not an open committee and there is no application process. The City does not make appointments to the Committee which is managed by the Chamber of Commerce. No campaign contributions are made or solicited by the Chamber of Commerce to support candidates or elected officials.

The report was received and filed.

7. PRESENTATION OF THE VISITOR AND CONVENTION BUREAU SERVICE'S YEAR-END REPORT FOR 2011-12. A presentation was made by Gina Keough, Visitor and Convention Bureau Manager, regarding the year-end report on the services provided by the Visitor and Convention Bureau (VCB) during 2011-12. The VCB provides marketing services for the City. Through the branding and media relations programs the VCB has gained recognition of the Santa Maria Valley as not only a leisure destination, but also a host city for special events, meeting/conventions, tournament play, group tours, and filming. During 2011-12, transient occupancy tax totaled $1,954,276.52 which is an increase

over the amount from the same time period last year. The return on the investment to the City was $1,454,486.52. The VCB produces a full color magazine community guide and souvenir booklets promoting the Santa Maria Style Barbeque and wine tasting in the area. The VCB's advertising program centers on inclusion in top industry resource in print and online, extremely important in gaining visibility and awareness of all Santa Maria has to offer. Santa Maria Style Barbecue continues to be a hot item, garnering continuous press in the media and inspiring many online searches. Working with regional marketing organizations has been hugely beneficial, especially the Central Coast Tourism Council and the California Travel and Tourism Commission. Special events provide an affective way to bring groups of visitors to the City. The VCB maintains an online calendar that is sent to member attractions, hotels and restaurants as a resource and help spread the word about events in the City. VCB staff attended several trade shows during the year including SAVOR the Central Coast, Seasonal Spectacular, LA Travel and Adventure Show, Sunset Celebrations Weekend, International POW WOW and CTTC's Canadian Sales Mission. Feature stories about the Santa Maria Valley appeared in California, California's Central Coast, Santa Barbara, Vandenberg Base Guide, Sunset Magazine, and Westways Mazagine, and Santa Maria Sweet Spot newsletter.

Councilmember Cordero commented that the Chamber makes an overwhelming contribution to the TOT for the City, but it is not the only contributor.

Bob Hatch responded that it was a partnership. Hotels spend a lot of money advertising on their own. They co-op with the Chamber and the Chamber is able to parlay their investment into a bigger one and reaching more people.

The report was received and filed.

CITY MANAGER'S REPORT
City Manager Haydon reported on items anticipated for the August 21, 2012, Council meeting including a number of Consent Calendar items regarding the annual operating agreement for the Countywide Library System, Proposition 1B change of the status on the program of projects, the river levee rehabilitation and Bradley extension and cost sharing agreement, Utilities Master Plan update; a Public Hearing regarding parking ordinance amendments; and regular business item of the 4th Quarter Budget Report.

ORAL REPORTS BY COUNCILMEMBERS
Councilmember Boysen had no reports.

Councilmember Patino reported that she spoke with KUHL radio, attended the Central Coast Senior Citizens Committee meeting, the Santa Maria Green Energy Symposium at the Elks, the California Women for Agriculture, the VFW Barbeque at the Vets Building, attended Fiesta in Santa Barbara to watch her grandson's team pinning event.

Mayor Lavagnino reported that he attended an SBCAG Board meeting, spoke on the Our Town radio show at KSMX, met with Chuck Cova regarding the Marian Clinic on Bunny St., attended the CCWA meeting, the North County Subregional meeting, met with the new interim Police Chief Ralph Martin, and met with Certified Freight Lines.

Councilmember Orach asked Utilities Engineer Kahn to discuss the Subregional Water meeting they attended regarding water quantity.

Utilities Engineer Kahn discussed that the annual report hearing indicated there sufficient water in the groundwater, there are no overdraft conditions, and is status quo with regard to the water quantity in the ground.

Councilmember Cordero reported that he attended an Emergency Planning exercise, the Chamber of Commerce Mixer at SMOOTH, the Elk's Green Business Technology Forum, a CAC meeting in Buellton, the Central Coast Future Leaders at the Santa Maria Airport, a fundraiser for breast cancer, met with City Manager Haydon and Chief Martin, and attended a Peace Week planning meeting.

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ADJOURNMENT

There being no further business to come before the City Council at this time, Mayor Lavagnino declared the meeting adjourned at 8:34 p.m.

APPROVED

August 21, 2012
Date

Chief Deputy City Clerk of the City of Santa Maria and ex officio Clerk of the City Council

Mayor of the City of Santa Maria

ATTEST

Chief Deputy City Clerk